

Health tech that empowers patients

Two years after her father passed away from a chronic illness, Kate Rhind felt driven to launch Healthpoint. Her father's death had Rhind thinking: "Perhaps if he'd had better conversations leading to different treatment plans, he may have had a different outcome - better quality of life? A longer life? I believe that unless you have information about the service you are going to, who they are, what they do and how it works, you aren't able to have a true conversation."

Rhind wanted to build a platform where services could give patients and communities information and resources so they could play an active role in their own care needs and choices.

She founded Healthpoint in 2004, and it has steadily evolved into New Zealand's trusted national health-service directory. It now boasts over 400,000 webpages of information, of which 84% have been reviewed in the last four months.

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Kate Rhind, Healthpoint



With the arrival of COVID-19, demand rapidly escalated. The Healthpoint directory became a critical tool for New Zealanders and health-service providers to access up-to-date information on COVID-19 testing centres and the testing status of all GP practices in their region.

Australia wanted in on the action, too. Healthpoint's Emergency Response Planning Tool (ERPT) had been used by GPs in Australia since 2015, but the pandemic - and the addition of a COVID-19 module - sparked a flurry of agreements with primary health networks and state health departments, almost doubling its customer base to 2000 GP practices in Australia.

Healthpoint recently launched the National COVID-19 Vaccination Directory, which makes it easier for New Zealanders to find out where to get vaccinated and provides them with more choices.

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Q&A with Amanda Martin



New Zealand Trade and Enterprise's Regional Director for North America, based in Los Angeles.

What kind of New Zealand businesses do you work with?

We currently work with almost 600 New Zealand companies, and 400 of those we work with intensively. The range of businesses we support is vast both in size of business but also the spread of export sectors - food & beverage, consumer brands, technology (particularly SaaS), marine, security, agritech, health tech and services.

Given current travel restrictions, what's your advice to Kiwi businesses exporting to the US?

Having 'boots on the ground' has always been an important success factor, but with the current challenge of travel, it's highlighted this further. Exporters are keen to get back into market and re-establish relationships. They're placing greater emphasis on using data and insights to help decision making around where and how to focus business development. NZTE plays an important role in supporting New Zealand companies to understand what's happening on the ground and helping them navigate the market when they can't be here themselves.

How are New Zealand businesses perceived in the USA? Is now a good time to look into exporting?

As a result of the way we managed the pandemic, New Zealand's profile has grown from being seen as beautiful, natural, progressive and environmentally conscious to also include qualities such as authentic leadership, humanitarian, safe, and a country with indigenous pride. However, while our products are seen as high quality and safe, in a hugely competitive market like North America, this might get you in the door, but all the usual business questions still need to stack up.



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